

## EVERYBODY! WHY NOT DO SHOPPING EARLY?

Columbia Merchants Tell Why Christmas Rushes Should be Avoided.

### GET BETTER SELECTIONS

And, Say the Storekeepers, You Save Much Worry and Confusion.

Just a minute Mr. and Mrs. Shopper—and Miss Shopper. Have you bought your Christmas gifts yet; are you planning to buy them soon or are you going to wait until the very last minute like you did last year and years before?

It wasn't a very merry Christmas that one mother in Columbia spent last year. The day before Christmas and Christmas eve she spent in rushing from one store to another, hurriedly selecting this and that for her husband, children and other relatives and friends. Tired and worn out, Christmas day was a trying one for her. The dinner wasn't a success and most of the day she had to spend resting. Somehow, too the presents weren't quite satisfactory—all the result of waiting until the last minute to do her shopping. That's just one instance. There were hundreds of others, perhaps, in Columbia.

But the Columbia merchants can tell better than any one else why Christmas shopping should be done early. They haven't a selfish motive, either. Not only, they say, does it aid them and save their clerks from hard, exhausting work, but the shoppers themselves are the ones who really get the benefit. Listen to these merchants:

#### In the Jewelry Business.

"In the jewelry business where so much of the work is engraved, it is much better to do early shopping," said Claude Wheeler yesterday. "The workmen, although they are exceptionally good, can not do justice to engraving when they are rushed; at least they can not do as well. Now the engravers are interested and can take plenty of time. Later, they will have to stay up until 3 or 4 o'clock in the morning, and naturally will not feel as interested in their work. However, a strong point in favor of early shopping is the large selection to draw from at this time of the season. Clerks are more obliging, and can suggest useful gifts from a stock which is larger than it will be later."

"Early shopping has the same thing in favor of it as is suggested by the phrase: 'The early bird catches the worm,'" said Mrs. W. T. Harshe. "Our specialty is picture framing, and we can please a customer better when the exact shade of frame may be obtained for pictures. Framing requires care and takes time. Especially for that reason would I say that a person should shop early. Then, too, gifts are more individual in character. It is possible to select just what one wants for a person early in the season. Later, a customer will take most anything left."

"Having a large stock to select from is the chief advantage in shopping early, I suppose," said J. D. Van Horn, a grocer. "An order which is made early can be filled more promptly always. I realize, however, that some of my customers can not possibly do early shopping, and of course, I do all I can to be prompt just the same. Those who receive pay on Saturday nights often can not do the bulk of their buying until Christmas eve."

"If the people of Columbia would do more of their shopping in the mornings, perhaps, the need for beginning early on Christmas shopping would not be so great," said C. B. Miller.

"The stores, even during the holidays, are quite before 10:30 or 11 o'clock. The way they all come rushing in the afternoons, makes it necessary for the Christmas buyer to begin early to have the time for the selection of goods, and to find what he wants. I Columbia shoppers would try to use the hours between, say 8:30 and 11:30 o'clock in the morning, I believe they would find conditions much more satisfactory. By waiting until the afternoon when all the stores are crowded, the shopper simply wastes time, because it is easy enough to see that when one has to wait for clerks to get through with other customers, more time is required than when the person can be waited upon promptly."

W. C. Knight of the Drug shop, said that the wholesale houses were responsible, in a measure for the habit of late Christmas shopping. "The wholesale houses do not fill orders

## COLDER, WITH CLOUDS, TODAY

The Temperature Yesterday Ranged From 30 to 46.

The weather forecast says that today will be cloudy and colder. The lowest temperature was 30 at midnight Friday. The highest was 46 at 2 o'clock yesterday afternoon.

promptly, in many cases, and the Christmas season is upon us before our goods get in. This forces our customers to wait for holiday goods. If possible, however, the customer should begin as early in purchasing goods. Suppose a person should want to buy a kodak. Unless one is familiar with the different makes of kodaks, prices, and uses, by waiting until a few days before Christmas, he has neither the time to investigate, nor the large selection of goods to choose from. In this way, the customer might get something quite different from what he desires. This is true in many lines of goods."

#### Can View Goods Better.

T. M. Moss, of the Sykes and Broadhead clothing company, said that the main reason why Christmas shoppers should begin early, is that they have better opportunities for viewing goods, and that they save time for themselves, by avoiding crowds, and by findings clerks to wait upon them promptly. "Most of our goods are here in plenty of time for the shoppers to begin early," he said, "and I can see no reason why they should wait. If they are undecided about what to give, there is no better way than by going to the stores and getting suggestions. From the standpoint of the customer, I think they would find great satisfaction buying early."

"Poor Grocer!" exclaimed J. L. Mountjoy, a Broadway grocer. "The people do all their other shopping first, and then at the last minute rush to the grocer. A grocer never gets his holiday stock in until about two weeks before Christmas, because most of his best sellers, such as nuts, grapes, oranges, and other fruits are perishable."

"We are storing away stuff now for our customers to be delivered or will be called a few days before Christmas," said Thomas McHarg, of the Parker Furniture company. "Business is rushing now and will continue so up to and including Christmas morning. Especially a few days before Christmas are we rushed with deliveries and it takes two wagons on the go all the time. If everybody would buy early they would be better satisfied and we could serve them better, I believe."

#### Stocks Are Complete.

"Stocks are complete now. The clerks can give plenty of time to help customers make selections. Customers can get a better selection and avoid the inconvenience of the Christmas rush"—those are the reasons that J. L. Green of the John N. Taylor Music house gives for the shoppers to buy Christmas goods early. "We take pride in helping our customers make good selections and they should come early to give themselves time to make up their minds," said Mr. Green.

"Early Christmas shopping," said F. A. Henninger, of the Henninger Jewelry company, "is the best for both the merchants and the public at large. The merchant has more time to give his customers the proper attention they should have and the customers have a larger selection to choose from and more time to think what they are going to buy. During my twenty years' experience I have found that in almost every case the customer who puts his buying off until the last minute buys in a hurry and is almost always dissatisfied with his purchase."

R. M. Harris of the Harris' Confectionery store said that they did not have any special Christmas rush but Christmas candy boxes were already made up. No more would be packed before that time and purchases could be made just as well now as later," he said.

"People who do their Christmas shopping early get the benefit of selection," said Samuel Z. Reid. "If they wait until late they have to buy goods that have been picked over. In addition, merchants can give early shoppers more attention and consequently better service."

#### Goods Can Be Delivered Later.

When asked for his views on Christmas shopping, W. T. Maupin, a dry goods dealer, said: "Let the people begin their Christmas shopping right now and they will be pleased ten times over. They should make their purchases at once and have the goods left in the store. Any merchant will be glad to do this." He gave as his reason that the customer would get better service and the merchant would be greatly benefited. He says the chances for selection are better and

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## SORORITY WOMEN LEAD AS SCHOLARS

Girls Rank Far Ahead of Fraternity Men in Semester Grades.

### EXCEL ALL OTHER GROUPS

Standing of Greek-Letter Men Below Athletes and Student Body.

It's not mainly fuss and feathers with the sorority girls at the University of Missouri, as the faculty committee on statistics will testify. Figures compiled by this committee for the second semester of 1909-10 show that the Greek-letter women not only far excel the fraternity men in scholarship, but their average is better than that of the student body and slightly better than that of all the women students.

The statistics are compiled on the basis of credit received for 100 hours of work. The average of the sororities is 99.35. Alpha Phi leading with 102.30 hours. Of the fraternities, the best mark is made by the Acacia, with 96.90. The Acacia is composed of Masonic students. Counting only those fraternities in the Pan-Hellenic association, the Beta Theta Pi's lead with 91.70, while the general average of fraternities is 86.30.

The average for the entire student body is 94.15 and for all the women, 99.25. What the committee calls the "standard" in the following table is the average number of hours credit for each 100 given under the present grading system. This was found to be 93.75, showing that the student body last semester ranked slightly above the average.

The report of the committee, with the statistics for various groups of students, follows:

The following table gives the grades and the corresponding credit for 100 hours of work of the fraternities, sororities, varsity, and class athletes, freshmen and sophomores in the College of Arts and Science, and the women of the University. There is only a single fraternity which obtains more credit than the average student, some fraternities falling enormously below the standard. The average sorority student, on the other hand, surpasses slightly the average University woman. The athletes are in scholarship decidedly inferior to the general student body. A peculiarity of the varsity athletes is the abnormally large number of their 3's—30 per cent compared with the standard 18 per cent and the semester average 16 per cent. As long as we permit a considerable number of male students to enter the University for other purposes rather than those of scholarly attainments, we can not feel surprised at the fact that the average scholarship of the female students surpasses (by more than five credit hours) that of the male students.

	Credit	hours	per cent				
			E	S	M	I	F
for 100 hrs. taken							
Acacia	96.90	15.2	7	29	48	21	4
Beta Theta Pi	91.70	15.4	1	12	59	22	6
Phi Gamma Delta	88.30	16.1	2	19	55	24	9
Kappa Sigma	87.95	15.4	1	19	48	21	11
Delta Tau Delta	87.75	15.5	2	17	48	22	11
Phi Delta Theta	86.35	14.3	2	13	58	13	14
Sigma Nu	85.90	15.5	1	12	58	16	13
Sigma Alpha Epsilon	81.60	15.1	1	14	45	24	16
Sigma Chi	81.60	15.3	—	12	47	26	15
Pi Kappa Alpha	80.95	13.5	1	23	42	14	20
Phi Kappa Psi	79.95	16.4	—	9	48	27	16
Kappa Alpha	79.05	15.4	3	9	44	26	18
Alpha Tau Omega	77.30	15.1	2	6	43	31	18
Total Fraternities	86.30	15.3	2	14	50	22	12
Alpha Phi	102.30	15.1	1	34	57	7	1
Delta Gamma	103.10	15.2	2	34	55	8	1
Kappa Kappa Gamma	98.15	15.2	3	31	49	12	5
Kappa Alpha Theta	97.30	14.3	6	18	60	11	5
Pi Beta Phi	95.65	15.5	2	23	50	20	5
Total Sororities	99.35	14.9	2	29	57	8	4
Varsity Athletes	91.55	15.4	2	13	59	30	5
Class Athletes	88.85	15.7	3	17	47	23	10
Freshmen Arts	92.55		3	19	51	21	6
Sophomore Arts	97.60		5	22	57	11	5
Women	99.25		5	25	52	15	3
Student body	94.15		4	21	52	16	7
Standard	93.75		4	21	50	18	7

### FOR GOOD ROADS IN BOONE

Meeting in Court House December 15 to Discuss Needed Legislation.

Good road legislation in Boone county will be pushed at the session of the general assembly this winter. The county led with the highest number of votes for the road improvement to the state constitution in the last election.

The county court, with the county highway engineer, issued a call yesterday to the citizens of Columbia for a meeting in the court court room Thursday, December 15, to discuss road conditions in Boone county and needed road legislation.

#### Prof. M. C. Carr Will Talk.

Prof. Michael C. Carr will speak at the exhibition of water-color pictures in Academic Hall at 3 o'clock this afternoon. He will discuss methods of painting and some of the more important pictures in the exhibit.

## SAYS RURAL ROADS ARE IMPROVING NOW

Curtis Hill Gives Suggestions for Re-Building Country Highways.

### NEED NOT BE COSTLY

Highway Engineer Believes Motor Speeders Double Cost of Maintenance.

"Missouri country roads are only streets of mud and water. But the time is fast approaching when such conditions will change, for Missouri's farmers are beginning to realize that a good road is always worth its cost." Such is the opinion of Curtis Hill, state highway engineer, who delivered an illustrated lecture on Missouri road conditions before the Engineering Society Friday night.

"A good road need not be an expensive rock, gravel, or oiled road," continued Mr. Hill. "A sand or even a clay road, if maintained properly, constitutes a good road. A sand road, if treated with straw, gives as good service as a rock or macadamized road. The sand road is best when wet and the straw retains the moisture in the road. I would therefore suggest the planting of straw-yielding vegetation on sand roads and the cutting of the straw when necessary."

Mr. Hill said road building was simply the taking advantage of the immediately surrounding material. The greatest difficulties encountered in the work are the locating of the roads and the water problem. A great number of roads cross private estates and in those instances great expense is necessitated in getting the right of way. The water problem is to get water to rock roads for construction

and maintenance and to drain the water from large mud holes in poor roads.

In speaking of rock roads, Mr. Hill said one motor did more damage to a rock road than fifteen wagons. The advent of the motor upon country roads has doubled the cost of maintaining such roads he believes. This is due to the great picking up and scaling power of automobiles. It partly accounts for the farmers' dislike for auto speeders.

This scaling of the road surfaces is partly overcome by the bituminous binder road. Mr. Hill also said that western oils should be used in preference to the eastern product in the oiling of roads, as the former holds the rock together more firmly.

#### Minor Asks Consent.

Thomas Wade, 19 years old, of Columbia, had his father's consent when he obtained a license to wed Miss Virgie Jennings yesterday.

## BURGULARS ENTER RESTAURANT

They Get \$6 in Change from the Cash Register.

Burglars broke into the Home restaurant, at 803 Walnut street, early yesterday morning and got away with about \$6 in change which had been left in the cash register Friday night. The robbery was discovered when employees came to open the restaurant yesterday morning.

The burglars had entered through a back door. A. W. Crow is the proprietor of the restaurant.

The abstract office of W. K. Bayless, which is next door to the Home restaurant, was also broken into from a rear door. It is thought that the robbers mistook the rear door of the office for the entrance to the restaurant. Nothing was taken from the office.

### JOHNSON BREAKS A RECORD

M. U. Athlete Wins 10-Mile M. A. C. Race in St. Louis.

E. L. Johnson, a member of the University of Missouri track team, broke the St. Louis record for the 10-mile run yesterday in a meet held by the Missouri Athletic club. His time was 56 minutes and 6 seconds.

The record previously was held by Frank Jackson, a former member of the Missouri track team. Johnson ran unattached yesterday.

## HACKNEY IS CAPTAIN

Football Men Elected Him On First Ballot Last Night.

Theodore Edward Dupuy Hackney, of Springfield, Mo., was elected captain of the 1911 Tigers on the first ballot, at a meeting of the football "M" men last night. He is a junior in the school of Law.

Hackney has played on the Tiger team two years. He has always been a consistent ground gainer, and an accurate drop-kicker. It was his dropping kicking that won the game against Kansas in 1909. Hackney was given the position of fullback on every All-Missouri Valley team picked, and the All-Southwestern team. Several sport writers spoke of him this season as the best football player in the Missouri Valley.

It was announced yesterday that the Athletic Committee had awarded "M's" to Graves and Knobel in addition to the other sixteen given last Thursday. This action was taken by the committee yesterday afternoon, after expressions of students and other football players had been heard.

Last night the football players were guests of the University of Missouri women at a reception and dance in Rothwell Gymnasium.

## PASS RHODES TEST

Two Who Took Qualifying Examination Here Succeed.

Word was received here yesterday that two of the men who took the qualifying examination for a Rhodes scholarship October 4 have passed the test. They are Vest Davis, of Washington University, St. Louis, and James P. Smith, of William Jewell College, Liberty, Mo. The scholarship will be awarded to one selected from these two and four others who passed the examination in previous years.

### LODGES PLAN CHRISTMAS TREE

Committee Appointed to Arrange to Make Children Happy.

The money contributed by various Columbia lodges may be used in giving the poor children of Columbia a Christmas tree.

A committee composed of Fountain Rothwell, William Hirth, Marion Wyatt, W. B. Palmer and Marion Baker has been appointed to carry out the plans. The Odd Fellows have given \$100, the Owls \$100 and the Rebekahs will contribute. A committee from the Rebekahs has also been appointed to work with the lodge. E. C. Hunt, cashier of the Boone County Savings bank, is treasurer of the Odd Fellows' fund.

### TO ELECT PHI BETA KAPPAS

First Five Will Be Selected at Meeting Tomorrow.

The society of Phi Beta Kappa will meet at 4:30 o'clock tomorrow afternoon in room 14, Academic Hall, to elect as members the first five in scholarship of the present senior class.

## TELEGRAPH ANY HOUR BY'PHONING MESSAGE

Western Union and Telephone Company Give New Service.

### SENT TO JEFFERSON CITY

Central Stations Established Throughout Missouri, Kansas and Arkansas.

Columbia is to have all-night and holiday telegraph service. Negotiations between the Western Union Telegraph and the Bell Telephone Companies have made possible the establishment of central telegraph offices throughout western states, which will remain open all the time, and to which messages may be sent by telephone when the local office is closed. Although the Columbia Telephone Company is not under Bell control, J. A. Hudson, the manager, believes there will be no difficulty in arranging for the same kind of service for Columbia.

Jefferson City is the central station for the zone in which Columbia is located. After 10 o'clock at night, when the local Western Union office has closed, a subscriber will be connected with the office at Jefferson City, which will take his message. As has been the case in Columbia for some time, messages may also be telephoned to the local Western Union office during the day.

#### Ask For "Telegram."

When a subscriber wishes to send a telegram all he is required to do is to call, "Telegram" or "Western Union." If the local office is closed the central will reply, "The local Western Union office is closed but I will connect you with the office at Jefferson City, which will take your message. The toll is twenty-five cents additional."

In the same manner important messages will be delivered after the Columbia office has closed. If the sender so desires the receiver will be called over long distance telephone from the central station and the message dictated to him.

Under the new arrangement the long distance message will be changed to the calling subscriber as in any ordinary case, but in addition the Western Union bill will be collected. This is the detail which Mr. Hudson has not yet arranged. As his company is in no way connected with the Bell company the collection of the telegraph charge will come as an additional expense to him. However, he does not believe there will be any difficulty in this particular.

#### Rural Localities Affected.

"We want the people of Columbia to enjoy every advantage other localities do," he said yesterday afternoon. "As we are on excellent terms with both the Western Union and the Bell companies we will have no difficulty in making arrangements which will be of advantage to both. In the meantime we are willing to transmit messages as though we were under Bell management."

This new combination gives continuous telegraph service to rural telephone subscribers as well as to city persons. Messages will be received and delivered over the telephone by the local Western Union office and, when it is closed, by the Jefferson City office.

Three middle western states are affected. There are ten central offices in Missouri which will be open all the time. In Arkansas five offices will serve the state, and in Kansas seven. Thousands of towns, some of which have never before had telegraph service, will be affected. Many of the farmers in these states who live on or near rural lines will have the same advantages as the city residents.

The plan probably will be adopted immediately in Ohio, Indiana and Illinois. Within a month Texas, Louisiana, Alabama, Kentucky, Tennessee, Iowa, Minnesota and Nebraska will have a like service, and as rapidly as possible the same arrangement will be extended to all the states and territories in which the companies operate.

#### M. U. ALUMNUS DEAD

Ambrose H. Wear, Prosecuting Attorney of Greene, Here in 1874, Ambrose Hunter Wear, 56 years old, a graduate of the School of Law at the University of Missouri, died last Monday at Springfield, Mo. He was prosecuting attorney of Greene county. He was graduated from the School of Law in 1874. He is survived by his wife and five children.